SHRI BRAHM DUTT: I have already submitted that this matter is under adjudication. The Deputy Collector of Customs thinks like that and issues as show cause notice. Nothing can be said till the adjudication proceedings are over.

TV programmes for rural and urban people

*43. SHRI BIR BHADRA PRATAP SINGH: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that the number of television sets has gone up manifold in recent years and that many of these sets are installed in the rural areas of different regions in the country;

(b) if so, what steps are being taken by Government to ensure the telecasting of programmes to suit the rural andregional audiences; and

(c) what is the broad proportion of time allotted for the telecasting of programmes ment for the urban and the rural audiences, separately?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI AJIT PANJA): (a) to (c) A statement is laid on the Table of the House.

Statement

Doordarshan does not have definite information about the distribution of TV sets in the rural and urban areas of the country.

Doordarshan is already telecasting Area Specific Programmes for the benefit of rural viewers in the States of Andhra Pradesh, Gujarat, Maharashtra, Bihar, Orissa and Uttar Pradesh. All the Porgramme Producing Kendras are also telecasting suitably designed prgorammes for the rural people in respect of agriculture, irrigation, healh and sanitation rural electrification and cottage and small scale indusries.

As a matter of policy, regional Kendras of Doordarshan produce programmes in the languages of the respective regions. All full-fledged Doo darshan Kendras put out service for a duration of about 3 hours daily. A primary TV service has also been introduced in the States of Maharashtra and Andhra Pradesh enabling all the transmitters in these States to relay programmes produced and telecast by Doordarshan Kendras at Bombay and Hyderabad respectively. The transmitter at Kodaikanal has also been linked to Doordarshan Kendra, Madras enabling Kodaikanal transmitter to relay programmes produced and telecast by Doordarshan Kendra, Madras. Similarly, transmitter at Berhampur has been linked with Doordarshan Kendra, Calcutta to relay programmes originating from Doordarshan Kendra, Calcutta.

The setting up of the second channel in the metropolitan cities of Delhi, Bombay, Calcutta and Madras has been decided with a view to meeting the multilingual requirements of cosmopolitic character of the population in these areas with emphasis on regional programmes.

Most of the Doordarshan programmes are meant both for urban and rural audience. However, broadly main Kendras telecast between one hour and 2-1|4 hours of programmes per week exclusively for rural audiences. In case of INSAT Centres the duration is between 3 to 6-1|4 hours per week.

SHRI BIR BHADRA PRATAP SINGH: Sir, in reply to part (a) of the question it has been said that the Government has no definite information. The purpose of my question is not to know the number of sets but how they are being made available

to village people to witness programmes on television. May I tell the Minister two things. There are certain community sets which are provided even at panchayat level. Many of the primary schools are given these sets. But what is the position? The antennae are allowed to remain in open. Thirty-forty thousand antennae have got damaged and there is no proper provision for maintenance. That is one part. But the question mainly relates to what type of programmes are we going to depict through TV for the rural people. Through advertisements we are depicting what is found in Western life. It can be equated with that. It is good for urban people. But so far as rural life is concerned...

MR. CHAIRMAN: What is your question, Mr. Singh?

SHRI BIR BHADRA PRATAP SINGH: Sir, I am coming to that.

MR. CHAIRMAN: How long will you take to come to your question?

SHRI BIR BHADRA PRATAP SINGH: Sir, I have not yet taken two minutes. My question is, even in serials you are depicting only middle class life. The real tribal life, poor man's life, that is in the village life you say you have agriculture...

MR. CHAIRMAN: Time over. Mr. Minister, whatever you have got to say, you say.

SHRI AJIT PANJA: So far as the first part of the question is concerned, regarding maintenance of the television sets, these have to be maintained by the States themselves. Therefore if there is any such T.V. set in any primary school and the antenna is damaged, it is the duty of the State which has taken over the maintenance to look into it if it is a community set.

So far as the second portion regarding depiction of rural life is concerned, I have given in detail how much time is given in my written answer. There it has been stated clearly what is the approximate time given to urban areas and also to rural areas. There are two such programmes. Area Specific Programmes — that is, for a specific area a programme is to be given, and also we are having some special programmes which are made depicting generally rural life. In this way it is made and transmitted through television.

MR. CHAIRMAN: Second supplementary.

SHRI BIR BHADRA PRATAP SINGH: My apprehension is that urbanisation will completely take over rural depiction, because it contains two parts. There is rural life; there is regional life and the cultural aspect of regional life also. May I know from the hon. Minister as to how he is going to pay attention to this regional cultural life as well as to the rural life in the real cultural sense?

SHRI NIRMAL CHATTERJEE: He has to learn it from West Bengal.

SHRI AJIT PANJA: Government is aware of this demand from the regional areas and it is also necessary. Therefore we have formulated a plan having 3-tier service: first one is primary; second is national; and the third one is local level. So far as primary service is concerned, it will have more emphasis on rural areas and regional areas. So far as national service is concerned, it will depict regional as well as national coverage. And the local is, in the particular specific area within the State or the Union Territory it is to be transmitted. We are working on this and I am sure this problem will be solved.

SHRI NIRMAL CHATTERJEE: Is the Prime Minister common to all these three?

MR. CHAIRMAN: Don't answer that. Mr. Bansal.

SHRI PAWAN KUMAR BANSAL: I would like to know from the hon. Minister whether he has any feed-back about the social impact of the various ads given by the different companies through the television. And secondly, what steps have been taken to see that these conform to the provisions of the Indecent Representation of Women (Prohibition) Act, 1986?

SHRI AJIT PANJA: So far as first portion is concerned, we have the Audience Research Group which is working on this feed back from the commercial advertisements. All the advertisements are examined and they have to be according to the guidelines. The feed-back is not bad. Some complaints are there regarding the quality. Those are again examined. The feed-back is that the impression sought to be given is not misleading so far as advertisements are concerned.

So far as indecent exposure of women is concerned, according to law what is permitted, is being done and we have also for serials and tele-films specialised committees to examine the serials etc.

SHRIMATI RENUKA CHOWDHURY: Sir, I want to know if hon. Minister has considered the impact of commercial advertising on rural areas. Since you have no separate channels for the States to operate in their own languages and communicate the State Government's policies to the rural areas, how does the Minister plan to bridge this gap? Unless you are giving a separate channel for the State Government to operate on its own, in a language which is understood by the people of the State, it is of no use.

SHRI AJIT PANJA: Sir, the question of giving any separate channel to the State for the purpose of propagating its own language does not arise because the Government of India is fully aware of all the regional sentiment and all the regional languages. That is why we are trying to find out about all the 15 recognized languages, the 33 spoken languages and the little above 1,600 dialects, we are collecting the data and wherever there is need of the population, we are transmitting, broadcasting.

SHRI VISHWA BANDHU GUPTA: Sir, I have listened carefully to the answers provided by the honourable Minister. I thought the question by my honourable friend related to the quality of the programme and not just a matter of the time allotted to urban or rural programmes. I would like to know from the honourable Minister whether he has taken care to see that these programmes for rural people have a scientific approach to build a scientific temper among them, to give them modern methods of hygiene and other things so that the quality of life itself in the rural areas in improved by the programmes. That is my question No. 1.

MR. CHAIRMAN: No number two. Please sit down. Only one.

SHRI AJIT PANJA: Yes, Sir. We have taken care of that.

MR. CHAIRMAN: Mr. Kadharsha.

SHRIMATI RENUKA CHOWDHURY: Sir, he did not answer my question regarding the impact of commercial advertising. .. *(Interruptions)* N. Because of the false values created by commercial advertising, village women are resorting to bottle feeding.

MR. CHAIRMAN: You make all that in a debate.

SHRI M. KADHARSHA: Sir, the reply given in the statement that Doordarshan does not have definite information about the distribution of TV sets in the rural and urban area of the country is not only callous but it also denotes that the honorable Minister has to devote, more time for

Doordarshan than to extracurricular activities. Why then he could not collect the information, I am unable to understand. For your kind information, in my home State of Tamil Nadu, the State Government is distributing one TV set for each panchayat and as each panchayat spreads over several miles, consisting of so many hamlets, even one TV set is not sufficient for each panchayat. So, I would like to know whether the Government will give any aid to the States so that they will get and distribute more TV sets and more people will benefit by the telecasts.

SHRI K. MOHANAN: They will do it because they will be projecting Rajiv Gandhi. ... *(Interruptions)* ...

SHRI AJIT PANJA: Sir, it appears the honourable Member has not seen the answer properly. We have no definite information on distribution of TV sets in rural and urban areas. That is the answer and that is the question. So far as the information is concerned, we are collecting such information. There are two parts. As you know, up to 1984 there was a licensing system by the Posts and Telegraphs Department. Since 1984, licensing has been stopped. Therefore, we are collecting from the records of Posts and Telegraphs Department as to how many licenses have been issued to television sets prior to 1984. After 1984 we can collect only through the excise duty levied of Rs. 100 per set. So, we have written to the Excise Department to find out how much has been collected and what is the division. Thirdly, we have approached the Customs Department to find out the other source by which TV sets are imported and by which we will be able to know. But one unofficial and independent group made a research on this—Operational Research Group of Baroda. That is a private organization and it has given us the figure of a little over nine million TV sets now in the country.

SHRI ALADI ARUNA *alias* V. ARUNACHALAM: Is there any grant for the expansion of the scheme?

MR. CHAIRMAN: This is a subject in which everybody is an expert! Mr. J. P. Yadav.

श्री जगदम्बी प्रसाद यादव : सभापति महोदय मैं यह जानना चाहता हूं कि इस दूरदर्शन के द्वारा ग्रामीण लोगों के सामाजिक जीवन में क्या परिवर्तन करने की योजना भारत सरकार की है ? क्योंकि गरीबी, बेकारी, अशिक्षा और विकास की गति अवरुद्ध होना ग्रामीण अंचलों में ही है ।

इसलिए मैं एक भाग तो यह जानना चाहूंगा दूसरा माननीय सदस्य ने जो आग्रह किया, मैं आपसे निवेदन करना चाहता हूं कि जो ट्रांजिस्टर वगैरह आपका कस्टम्ज सीज करते हैं बाहर से आने वाले को क्या उस पकड़ गये ट्रांजिस्टर वगैरह को ग्रामीण अंचलों के लिए पंचायतों को, उस क्षेत्र में निशुल्क वितरण करने की कुछ व्यवस्था करेंगे ? सरकार को थोड़ी आय कम होगी लेकिन सरकार उन लोगों को, ग्रामीण अंचलों की सहायता अधिक कर सकेगी ।

इसलिए मैं चाहता हूं कि ग्रामीण अंचलों के विकास में आप टी०वी० के द्वारा आपने ऊपर लिखा है कि कृषि वगैरह के लिए लेकिन कृषि वगैरह से ही वह दूर नहीं होगा बेकारी या अशिक्षा है गरीबी है इसको दूर करने के लिए उनको कोई नया काम नये सिलसिले से कोई जानकारी देने का कोई लक्ष्य योजनाबद्ध तरीके से है क्या ?

SHRI AJIT PANJA: Sir, we do give as much information as possible for the rural target oriented people for the purpose of, first, agriculture and then health, education, thereafter, irrigation facilities better availability of seeds, how in a scientific manner sowing could be done and in what manner they should utilise their land properly. Our present emphasis is on rural health and also on general economic development.

So far as the Customs seizing various TV sets is concerned, that is not for my Department to say, Sir.

SHRI V. GOPALSAMY: Mr. Chairman, Sir, it is very sad that even after three years the Government does not have definite information. For monitoring the effectiveness of any TV programme and also for advertisement the Government should have the information. Even the private TV sellers will be having the data. I do not know what the computer gentlemen around our Prime Minister are doing. Sir, in their own interest it would be better to project the image of the Government and the Prime Minister if they know how many TV sets have been distributed.

MR. CHAIRMAN: Please put your question.

SHRI V. GOPALSAMY: Therefore, Sir, I would like to know from the Prime Minister the number of TV sets in the country.

Also the second part of my question is this. The Minister has informed that the transmitter at Kodaikanal has been linked with the Doordarshan Kendra, Madras, enabling the Kodaikanal transmitter to relay programmes produced and telecast by the Doordarshan Kendra, Madras. I would like to know from the Minister whether the transmitter, that is, the Doordarshan tower installed at Neyveli would be linked with Madras and the same facility would be available.

SHRI AJIT PANJA: So far as the second portion is concerned, a demand has been made. The engineers are examining that, if Neyveli could be connected with Kodaikanal.

So far as the first portion about the number of TV sets is concerned, I have already answered it.

*44. [*The question (Shri Raoof Valliullah) was absent. For answer,* vide *col.* 34-34 infra.]

*45. [*The questioner (Shri Subas Mohanty) was absent. For answer,* vide *col.* 34—36 infra.]

National Bank Security Force

*46. SHRI V. GOPALSAMY:†
SHRI T. R. BALU:

Will the PRIME MINISTER be pleased to state:

(a) whether it is a fact that the high power committee on the security system for banks has suggested the introduction of a National Bank Security Force; and

(b) if so, what are the details thereof and the decision taken by Government in this regard?

THE MINISTER OF STATE IN THE MINISTRY OF FINANCE (SHRI JANARDHAN POOJARI): (a) and (b) No High Power Committee has made a recommendation regarding introduction of a National Security Force. However, a decision has been taken for raising special Police Battalions for strengthening bank security.

SHRI V. GOPALSAMY: Sir, the Director-General, Reserve Bank of India, Mr. Amitab Bose, when he inaugurated a short-term course in crimes and security in banks, organised by the Institute of Criminology, Research Wing noted that though robberies and dacoities attacted much more public attention, the loss suffered by banks through frauds was more significant. Sir, in the same conference, Mr. Laxminarayan, the former Director-General of Police and now the Chairman of the Indian Society of Criminology, said that it was high time that the banks had their own vigilance and security force which could also take over investigation of cases from the police. Therefore, I would like to know from the hon. Minister whether the Government will consider the suggestion.

MR. CHAIRMAN: The Government will consider all suggestions. Next supplementary.

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†The question was actually asked on the floor of the House by Shri V. Gopalsamy.